



KTVI
2250 Ball Drive
St. Louis, MO 63146
(314)213-2222

CONTRACT

Contract / Revision	Alt Order #
571873 /	09806994
Product	
ED MART ATT GEN	
Contract Dates	Estimate #
10/30/12 - 11/06/12	C30N06
Advertiser	Original Date / Revision
Martin/R/AG/MO	10/05/12 / 10/05/12
Billing Cycle	
EOM/EOC	Broadcast
Station	
KTVI	Account Executive Jared Salles
Sales Office	
Washington DC	
Special Handling	
Demographic	
Adults 35+	
Total Ratings	
69.40	
IDB#	Advertiser Code
1046	MART
Product Code	
ORDR	
Agency Ref	Advertiser Ref

And:

Smart Media Group LLC
814 King Street
Suite 400
Alexandria, VA 22314

Camp

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Totals		
									Rate	Rtn	Type
1	2	10/30/12	10/30/12	M-F 9a-10a	9a-930a		:30				NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	
Week:		10/29/12	11/04/12	-T-----				1	\$225.00	2.70	
2	2	10/31/12	10/31/12	M-F 9a-10a	9a-930a		:30				NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	
Week:		10/29/12	11/04/12	--W----				1	\$225.00	2.70	
3	2	11/01/12	11/01/12	M-F 9a-10a	9a-930a		:30				NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	
Week:		10/29/12	11/04/12	---T---				1	\$225.00	2.70	
4	2	11/02/12	11/02/12	M-F 9a-10a	9a-930a		:30				NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	
Week:		10/29/12	11/04/12	----F--				1	\$225.00	2.70	
5	2	11/05/12	11/05/12	M-F 9a-10a	9a-930a		:30				NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	
Week:		11/05/12	11/11/12	M-----				1	\$225.00	2.70	
6	2	11/06/12	11/06/12	M-F 9a-10a	9a-930a		:30				NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	
Week:		11/05/12	11/11/12	-T-----				1	\$225.00	2.70	
7	2	10/30/12	10/30/12	Fox 2 News Midday	11a-1130a		:30				NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	
Week:		10/29/12	11/04/12	-T-----				1	\$275.00	0.00	
8	2	10/31/12	10/31/12	Fox 2 News Midday	11a-1130a		:30				NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	
Week:		10/29/12	11/04/12	--W----				1	\$275.00	2.00	
9	2	11/01/12	11/01/12	Fox 2 News Midday	11a-1130a		:30				NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	
Week:		10/29/12	11/04/12	---T---				1	\$275.00	2.00	
10	2	11/05/12	11/05/12	Fox 2 News Midday	11a-1130a		:30				NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	
Week:		11/05/12	11/11/12	M-----				1	\$275.00	2.00	
11	2	11/06/12	11/06/12	Fox 2 News Midday	11a-1130a		:30				NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	
Week:		11/05/12	11/11/12	-T-----				1	\$275.00	2.00	

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision 571873 /	Alt Order # 09806994	
Contract Dates 10/30/12 - 11/06/12	Product ED MART ATT GEN	Estimate # C30N06
Advertiser Martin/R/AG/MO		Original Date / Revision 10/05/12 / 10/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Totals	
												Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
12 2	10/30/12	10/30/12	M-F	9p-10p			:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/29/12	11/04/12	-T-----						1	\$850.00	4.30			
13 2	11/01/12	11/01/12	9p	News Delayed			:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/29/12	11/04/12	---T---						1	\$850.00	4.30			
14 2	11/05/12	11/05/12	M-F	9p-10p			:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 11/05/12	11/11/12	M-----						1	\$850.00	4.30			
15 2	11/04/12	11/04/12	Su	9p-10p			:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/29/12	11/04/12	-----S						1	\$850.00	4.80			
16 2	11/04/12	11/04/12	Su	9p-10p			:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/29/12	11/04/12	-----S						1	\$800.00	3.90			
17 2	11/05/12	11/05/12	FOX Prime	Monday 7-8p			:30				NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 11/05/12	11/11/12	M-----						1	\$3,000.00	5.40			
18 2	11/02/12	11/02/12	FOX Prime	Friday 7-8p			:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/29/12	11/04/12	----F--						1	\$800.00	2.20			
19 2	11/04/12	11/04/12	NFL on FOX	12p			:30				NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/29/12	11/04/12	-----S						2	\$3,000.00	8.00			
N 20 2	10/30/12	11/02/12	M-F	10a-11a			:30				NM	4	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/29/12	11/04/12	-TWTF--						4	\$425.00	0.00			
N 21 2	11/05/12	11/06/12	M-F	10a-11a			:30				NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 11/05/12	11/11/12	MT-----						2	\$425.00	0.00			
E 22 2	10/30/12	11/02/12	Fox 2 News	at 8 am			:30				NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/29/12	11/04/12	-TWTF--						4	\$750.00	0.00			
E 23 2	11/05/12	11/06/12	Fox 2 News	at 8 am			:30				NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 11/05/12	11/11/12	MT-----						2	\$750.00	0.00			
N 24 2	11/04/12	11/04/12	NFL on FOX	12p			:30				NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/29/12	11/04/12	-----S						1	\$3,000.00	0.00			
N 25 2	10/30/12	11/02/12	Fox 2 News	at 7 am			:30				NM	4	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/29/12	11/04/12	-TwTF--						4	\$825.00	0.00			
N 26 2	11/05/12	11/06/12	Fox 2 News	at 7 am			:30				NM	2	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 11/05/12	11/11/12	MT-----						2	\$825.00	0.00			

Totals 69.40 39 \$31,725.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	39	\$31,725.00	\$26,966.25
Totals	39	\$31,725.00	\$26,966.25

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10/30/12 - 11/06/12	ED MART ATT GEN	C30N06
Advertiser	Original Date / Revision	
Martin/R/AG/MO	10/05/12 / 10/05/12	

Signature: _____ Date: _____

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